



FUNDRAISING PACK

Brighton Housing Trust

Thank you for fundraising

In this pack you'll find everything you need to know to put on a fantastic event in aid of BHT



Your step-by-step guide to fundraising



Let us know you are going to host an event

Get in touch with us so we can understand how we can support you, and so we can ensure you have read our Fundraising Agreement, Email fundraising@bht.org.uk.



Decide what fundraising event you'd like to do

We've got plenty of ideas on page 5 of this pack. Often the simplest ideas are the best, but if you're planning something innovative then we'd love to hear about it.



Set the date

Give yourself plenty of time to prepare and make sure your event doesn't clash with another one!



Book a venue

If you need to book a venue then make sure you have a checklist that may include capacity, accessibility, parking. If it is taking place in a public area then you may need to apply for license from your local council.



Get your friends involved

Ask your family and friends to help. Ensure you have a checklist of tasks and this will help determine how many volunteers you may need.



Spread the word!

Utilise social media websites to let your networks know what you've got planned. Printing out posters and putting them up in local cafes and shops is a great way to engage the local community.



Fantastic fundraising ideas

Here's a few suggestions to help you
plan an unforgettable fundraising event



- A host afternoon tea, an auction or take on an abseil
- B organise a bake sale or charity bingo night at work
- C clear out with a car boot sale or organise a carol concert
- D ask for donations for dog walking
- E sell unwanted items on eBay or organise an egg and spoon race!
- F have a fancy dress day at school or a five a side footie match
- G guess the weight of the cake or do good deeds for donations
- H be brave and do a head shave
- I invite friends for an Italian themed dinner party
- J jazz night, jumble sale or wear Jeans to Work Day
- K warm up your vocals with a karaoke night
- L collect loose change or host a line dancing event
- M a murder mystery night is great way to put the fun in fundraising
- N a non-uniform day at school
- O office Olympics is a great way to engage your colleagues
- P organise a photography exhibition or host a poker night
- Q test your friends' general knowledge with a quiz!
- R a raffle or a race night
- S test yourself with a sponsored silence or be brave with a skydive
- T a tombola or a treasure hunt
- U an unwanted present day sale after the festive season
- V host a variety show in your school or workplace
- W a sponsored waxing or walk to work
- X organise an X-Factor show!
- Y set yourself a year long fundraising goal
- Z a Zumba-thon is a great way to raise and get fit!



Top tips for successful fundraising

Some suggestions to maximise your on- and off-line fundraising

A close-up photograph of a person's hands, with white-painted fingernails, holding a collection of coins. The coins are a mix of silver and copper. A small, torn piece of white paper is tucked among the coins, with the words "MAKE A CHANGE" written on it in black, hand-drawn capital letters. The person is wearing a dark blue t-shirt and blue denim jeans. The background is slightly blurred, showing more of the person's clothing and a hint of an outdoor setting.

MAKE A CHANGE

Boost your fundraising goal with our top tips

Set up a JustGiving page



JustGiving is a great way to get donations at the click of a button. Set up your JustGiving page by visiting www.justgiving.com and search for Brighton Housing Trust.

Share your story

An engaging story can make all the difference. Let your social media networks know why you're fundraising and what it means to you.

Contact your local press

A bit of exposure in your local newspaper or on local radio can make all the difference. You can download a template press release from our website.

Let your networks know how their donations will help

People love to know the impact of their giving so let your supporters know exactly how their donation will help. We've put some examples on page 9, but if you need any more information then do not hesitate to get in touch.

Set a target!

It's a great way of not only motivating yourself but also other people attending your event! Letting your friends and family know when you are closer to your goal may encourage more donations.

Advertise your event /fundraising in your email signature

A great way of reminding your colleagues, friends and family is to include a link to your JustGiving page or event in your email signature.

How your donations make a difference

It's thanks to supporters like you that we can be there for vulnerable people who need our help. Whatever money you raise will make a difference to the lives of people who are rough sleeping or vulnerably housed.



£50



could provide the 70 rough sleepers in our city that visit First Base with toiletries such as shower gel, toothbrushes and toothpaste for 3 weeks

£75

could provide a nutritious breakfast for ninety clients at First Base Day Centre



could provide ten people with one-to-one expert advice and tailored support plans to help move them away from homelessness

£250

£2000

could pay for skills training, including accredited courses to help twenty people who are homeless to help them secure employment





**Meet
Anna**

BHT's Threshold Women's Services provides a lifeline to many women with a wide range of issues including PTSD, depression and self-harm. This is the account of Anna.

Anna was in a distressed state following abuse and found out about Threshold through a Survivor's Network.

"When I initially came to the service, I was very distressed due to recent abuse. Staff were concerned about me because of the state that I was in, but I felt very comfortable talking to the Threshold workers."

Before going to the service, Anna was scared to go outside so at the beginning had the support of staff to get from place to place. She then started using the bus by herself and gained further confidence to go outside. Anna received counselling through Threshold and she has gained some of her confidence back that she lost through the abuse she suffered. Threshold's therapeutic groups have also supported Anna, helping her to realise the kinds of relationships to avoid and to help with coping with stress and trauma.

"I started getting better. It took me about a year to gain enough confidence to become a Peer Support Volunteer. The training was really interesting—I learnt about boundaries and what was involved in volunteering. Threshold allows me to offer Peer Support when I feel up to it, and continues to offer me support on 'down days'. Without finding Threshold I feel that I would still be stuck indoors, at square one"

By fundraising for BHT you're helping hundreds of women, like Anna, receive critical support that enables them to better support themselves, their families and their futures.



The BHT Fundraising & Publicity team



How to send in your money

Send a cheque

Cheques can be made payable to 'Brighton Housing Trust' and sent to:

The Fundraising Team
BHT
144 London Road
Brighton
BN1 4PH

Transfer your funds to us directly

Let us know if you are doing this by emailing fundraising@bht.org.uk so we know to expect it. Include a reference such as a surname, organisation name or the name of your event.

Account name: BHT No.1 Account
Sort code: 16-14-24
Account number: 11335339

Get in touch

We'd love to hear from you to find out how your event went. You can email any details or photos to fundraising@bht.org.uk. We might give you a shout out on social media or write about you in our newsletter with your permission. Alternatively give us a call on **01273 645492**.



Combating homelessness, creating opportunities, promoting change

BHT Registered Office: 144 London Road, Brighton, BN1 4PH
Registered Charity No: 284934



Registered with
**FUNDRAISING
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